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## Analyse of the expectations of the sports management students in terms of quality

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### Abstract

At the present time sport managers should have field specific qualifications instead of the qualifications of any manager. Accordingly, sports management programs which sport managers have trained have to meet expectations of the students and partners. It is aimed by this study that the determination of expectations and views of the students who are studying at School of Physical Education and Sport Management Program. In this study a question form is prepared in order to learn the order of choice and reasons, proficiency of subjects and academicians in terms of quality and quantity, what do they aim after the graduation and quality expectations about the preferences instead of department. The sample group of the study is 150 students of Sakarya University School of Physical Education and Sport. The items in the research have examined according to class, gender and education type variables and differences are considered. It is considered that the study shall provide attribution to the field in terms of identifying the expectations of the students and enriching the program processes.

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## 1. Main text

### 1.1. Structure

Education becomes important as the science and technology urged the social life to change. The education which consist the social life widely, has a great role in the system. In this regard, sport activities are all within the scope. Physical education and sport of which importance increase parallel to rapid technological developments are the only disciplines that could be gained by the majority of the educational objectives. Because physical education and sport is a field in which physical, mental, emotional and social developments of the individuals are provided. When considered from this point of view the very first realized issue is the need of qualified personnel in the field of physical education and sport.

It is hoped that the situation of the Turkish sport in the future would be better than now by shaping the condition of the management mentality of those who manage and lead the sport in Turkey in the Sport Management Departments of universities. In this regard the concern of those persons on serving their professional careers as successful sport managers in public or private institutions should be cleared. Considering these facts, the aim of this study is researching why the students in School of Physical Education and Sport, Department of Sport Management are preferred this department and their expectations and solutions by considering the current situation.

### 1.2. Theoretic Structure

#### 1.2.1. Definition of Manager and Sport Manager

As it is known management is applicable in each field where a group of people make effort for specific works. There is manager and managed when management is discussed. The manager is the person who can provide operation of the organization in the most sufficient and efficient way and benefited from the qualifications such as smartness, experienced, wised and leader while performing the organization's objectives. The sport manager is the person, who organises the persons working in the sport institutions, gives orders, organizes and diverts the group works for the similar objective, takes the charge and audits the process in order to reach the targets set and fulfil the duties in the field of physical education and sport. In other words sport manager is the person who takes charges to conduct and direct the sport service and activities, charged and responsible to who leads the sport institutions to success in accordance with the establishment targets. As the progress of the sport in every aspect, to increase the level of performance of the targets is connected to existence of a good organisation; it is also connected to sport managers who provide an objective point of view and practical sport managers (Development Plan, 1983).

The need of qualified personnel in sport institutions and organizations is important especially for the manager positions as in each field. Sport management is accepted as a profession and it is known that sport cannot be managed unprofessionally and just wonder or love even though the sport potential nowadays. Because of that reason sport managers who are going to be employed at the sport field should have personal skills, experience, professional knowledge and sport manager education instead of loving this job. In short sport manager is the person who knows sport and management, human, athletes and society very well, conducts his/her duties willingly and consciously in accordance with the aims of the sport organisations. (Yetim, 1991: 15-18).

Sport managers are the persons who have important roles on management of the sport institutions and organisations successfully, disseminate sport and establish on scientific bases (Karaküçük, 1988:47).

#### 1.2.2. Characteristics and Duties of the Sport Manager

The success of the sport managers is possible in case having various professional, personal qualification and characteristics and applications of such skills successfully. Some of the mentioned characteristics are management and leadership ability, experience, diplomacy, flexibility, self-criticism, motivation and team work. A good sport manager should have characteristics such as administrative attention, correctness, good human and social relations,

decision making ability, health and physical suitability for profession, accepting volunteered responsibility, business sense, using management techniques and intellectual capacity etc. Because the success of sport institutions and organisations are hugely connected to qualification and characteristics of managers. Because of that reason the sport manager who direct the sport and conduct the performance of the modern sport management should not waste pecuniary and human resources of the organisation by using management planning, organisation, coordination, and communication and audit functions as tools. Therefore the sport manager should have field information (Karaküçük, 1989: 362-363).

Sport manager have to establish relationships with trainers, athletes, referee, personnel, families, audience, managers of its own and other organisation, journalists, representatives of international institutions, politicians and any kind of person with different culture level and conduct management business in order to meet all of needs. It is also known that sport managers have important role on conducting sport policies within the international level and inside the country in accordance with the national interests and in compliance with the modern sport sense (Tosun, 1974: 276).

Development of the sport managers is very important for this issue. Development of knowledge and skills of managers and providing in accordance with the targets of the institution is possible with education. Since the management and leadership attitudes and behaviours are gained with the education of the managers, it is possible to have required knowledge and skill in order to comply with the changing and developing conditions. Manager training is also important for sport as in other fields. The unique structure and operation of sport and sport organisations and rapid developments and changes in this field need sufficient capacity and skilled sport managers (Y.Kaya, 1984:214). Sport manager should know the points to consider very well and apply them for an effective management. A good manager has to know subordinates very well and it is required to establish good relations to manage them. In fact knowing and understanding people is very hard and take very long time. The sport manager has a short time to lead the team success. Sport manager has to work in coordination with board of directors, trainer and athletes. Sport manager should say the errors in proper way to his/her subordinates and shouldn't afraid of undertaking the responsibility because of the errors of these people. Sport manager should be away from quarrel and should be understanding and tolerant (www.yenimakale.com).

### *1.2.3. Total Quality Management and Customer Expectations*

Since sense of total quality has become "quality" easy measurable by the companies and institutions, it also become it understandable and easy accessible. Participation in decision making process and taking active role at production processes points out human or employee oriented management sense in order to achieve "quality" (Şimşek, 2007: 43). Total Quality Management which forms the last part of the quality can be defined as "management of the organisation as a whole in order to be superior then others with all dimensions of all goods or services that are important for the customer (Ören, 2002: 15). There are five conditions of expectations of the customers for a product or service: being ready and accessible when needed, accessing to customer with proper place and time, reliability of the product or service, the possible lowest cost for the customer, suitability of the product or service performance with the customer expectations (Şimşek, 2007: 48).

## **2. Method**

The universe of the research is the randomly selected 150 students of Department of Sport Management, School of Physical Education and Sport, Sakarya University. The data gathered by the questionnaire are construed by using descriptive and inferential statistic methods.

### *2.1. Data Collection*

The questionnaire which has also used in the previous researches (Gavcar et al 2005: 21-39, Turgut et al 2004:91-99, Zorba et al: 2013) is used in order to identify the reasons and expectations of the students while preferring the mentioned departments and recreation departments as data collection tool. The internal consistency coefficient of the questionnaire is found Cronbach Alpha 0,91. The questionnaire is applied by reorganising the questions by taking into consideration of the views and suggestions of field specialists. The objective of the research

and the details about filling the form are told to the participants first. No significant difference is found between the participants according to age and gender ( $p < 0.05$ ).

## 2.2. Data Analysis

The analysis of the data has conducted via frequency and percentage distribution by using (SPSS 16.0) statistical package program. Line percentages are considered at interpretations. Independent variables are tested with t-test and Anova test in compliance with the data set. Gathered data is reflected as tables.

## 2.3. Tables

**Table 1.** Percentages and frequencies about the variables.

Variables		f	%
Age	20 and smaller than	21	14,0
	Greathet than 20	129	86,0
Sexuality	Man	96	64.0
	Woman	54	36.0
Grade	1	57	38.0
	2	29	19.3
	3	26	17.3
	4	38	25.3
Education type	1	68	45.3
	2	82	54.7
Total		150	100.0

**Table 2.** The data about why the students preferred the department of the sport management?

Variables	f	%
İntersted	52	34.7
For an academic career	33	22.0
For graduate the university	15	10.0
Direction	18	12.0
Inadequate score for university entrance	15	10.0
Other	17	11.3
Total	150	100.0

The students have identified their preference reason as “interest” in the first row and in order to be called as “license graduate” in the last row.

**Table 3.** The data about satisfaction of being student of department of sport management

Variables	f	%
Yes	95	63.3
No	16	10.7
Partly	39	26.0
Total	150	100.0

Majority of the students seem to be satisfied and minority is not satisfied.

**Table 4.** The data about the content of the subject during the education

Variables	f	%
Inadequate the content	38	25.3
Inadequate the period	4	2.7
There lessons redundant	34	22.7
Inadequate practical field	45	30.0
Inexpedient lessons	13	8.7
Other	16	10.7
Total	150	100.0

The students have identified that the subjects are unnecessary and insufficient and the application fields are insufficient when the views of the department students are considered.

**Table 5.** The data about sufficiency of the subjects

Variables	f	%
Yes	43	28.7
No	51	34.0
Partly	56	37.3
Total	150	100.0

The students of the sport management have identified that the subject in this department is sufficient partially.

**Table 6.** The data about academic sufficiency of the academician

Variables	f	%
Yes	63	42.0
No	29	19.3
Partly	58	38.7
Total	150	100.0

Majority of the students think the academicians are sufficient and minority of the student think they are not sufficient.

**Table 7.** The data about application to sport management department

Variables	f	%
Yes	63	42.0
No	29	19.3
Partly	58	38.7
Total	150	100.0

It is stated that students attending to special talent test do not preferred sport management department at the first row, minority of them have preferred the department.

**Table 8.** *The data about self-development of students*

Variables	f	%
Yes	63	42.0
No	29	19.3
Partly	58	38.7
Total	150	100.0

When the questionnaire data is considered, students thin that they can develop themselves at the sport management field but the minority of them think they cannot.

**Table 9.** *The data about business opportunities of the students*

Variables	f	%
Yes	32	21.3
No	61	40.7
Partly	57	38.0
Total	150	100.0

Most of the student think they cannot find a job easily after the graduation, minority of them think they can find a job. And most of the students studying at department of sport management do not think to transfer to other department but minority of the students think to transfer to other department. The most preferred department that is preferred by the students is Physical Education Teaching department and the less preferred departments are the other departments.

### 3. Discussion and Result

The discussion on the reasons why the students have preferred the department of sport management at Schools of Physical Education and Sport and presentation of the current situation of the expectations of the students of department is stated in this part of the study. Sport management departments accept students with special talent test. During private talent test preference is held from the departments of School of Physical Education and Sport.

The study of Turgut et al (2004), it is determined that the students have preferred the department of sport management because of lack of personnel, by advice of others and concern of not placing to any department. Accordingly it is concluded that it is similar to the study which is held.

When we researched the satisfaction of the students from their department, most of them are satisfied with their department but 10 % of the students are not satisfied with their department. In the research of Kırçık (2005), Naralan and Kaleli (2012), it is found that majority of the students are satisfied with their departments. The rate of unsatisfied students is very low. That issue show parallelism to the study that is held.

But Çitil et al (2006) have found that 61 % of the students are not satisfied with their departments. Again in the research of Şanlıer and Şener (2001), the students have mentioned that most of them want to study in another department and they sometimes want to change their department and a minor group do not exactly want to change their departments. These results are different from the result of the study held.

Negative expectations of the human about the future negatively affect the way that the individual handled his/her problem and adaptability to environment process. Having negative ideas about employment problems and futures of the students of sport management department is also a worrying issue about our future. Since the hope and hopelessness about our future have an important place on our personal productivity. More than half of the students of department of sport management have mentioned that they can develop themselves at sport management field and is hopeful about the future, quartile of them partially and a minor group have mentioned that they cannot develop themselves.

When the students have graduated from their departments, 38 % have mentioned they can find a job, most of them have mentioned that they cannot find job. It is determined that 21,3 % have employed after they are graduated. According to findings of Turgut et al (2004) it is determined that 72,3 % of the students mentioned “yes”, 6,2 % of the them mentioned “partially” relating to the issue if they have any concern about business opportunities after the

graduation from School of Physical Education and Sport. The results are parallel to the research findings.

In the comparison study of Tholen (2014) which is held between England and Holland, it is mentioned that education and employment of the graduates is a political issue and there should be compliance between education structure and employment strategies after graduation.

According to the study of Nite et al (2013) it is determined that the university should also meet the expectations of the students relating to academic and sport development with the region that is university is located. Meetings about difficulties that they can encounter should be held by the trainers. Instead of academic qualification of the academicians it is expected that they have to provide academic consultancy to students.

Batten et al (2014) have mentioned that the interaction between student and academicians have affected the expectations about academicians.

In the study of Karahan (2013) minority of the students are less satisfied or unsatisfied with placement to a job after the graduation. It is clearly seen that most of the students have small amount of concerns to find a job after graduation and there is differences with the study that is held.

Magnan et al (2014) have constituted a five dimension standard for the targets of the students; communication, cultures, communications, comparisons and societies and made a quantitative study that contains first and second grade students. The expectation about accessing to standard targets within these five dimensions has discovered that it is lower than the first grade in the second grade.

The business expectations of the university students both affect the school and business success. It is expected that the sport management programs that is prepared to student and partner expectations with quality service will increase both the success in the field and student expectations.

It is observed that experiencing difficulties to find a job, working at the fields instead of their specialty fields or being unemployed negatively affect the expectations of the students who are studying in these departments. As a result awareness in the society should be increased by presenting information about the department to provide employment and program as desired. Also quality and excellence studies on quality and quantity of the academicians, content, facility, being a preferred university, activity areas of university, employment rate of the graduates etc. should be performed.

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